

ORDER



Orders
Order / Rev: 705691 - 2
Alt Order #: 6275749
Product Desc:
Estimate: 11594
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 08/10/12 / 10/29/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact: Chris Vail
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: FL Vote No on 6 Committee
Demographic: A25-54
Product Codes: IS-Issue/Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	57	\$80,210.00	\$68,178.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	57	\$80,210.00	\$68,178.50	0.00
Totals	57	\$80,210.00	\$68,178.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/30/12	11/05/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	4	\$250.00	P-4	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		4			\$250.00			0.00			
2	WTSP	10/29/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	M--F--	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M--F--		2			\$250.00			0.00			
3	WTSP	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1			\$250.00			0.00			
4	WTSP	11/03/12	11/03/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$160.00			0.00			
5	WTSP	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$800.00			0.00			
E 6	WTSP	10/29/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	MT-TF--	:30	4	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-TF--		4			\$900.00			0.00			

Order / Rev: 705691 - 2
 Alt Order #: 6275749
 Flight Dates: 10/29/12 - 11/06/12

Advertiser: FL Vote No on 6 Committee
 Product Desc:
 Estimate: 11594

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	WTSP	11/02/12	11/02/12	Fri Prime A CSI: NY	CM	Fri 8-9p	----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$6,000.00		0.00			
20	WTSP	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	Sun 10-11p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$7,000.00		0.00			
21	WTSP	10/29/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$2,000.00		0.00			
22	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
23	WTSP	11/03/12	11/03/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,400.00		0.00			
24	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
E 25	WTSP	10/29/12	11/02/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	:30	6	\$700.00	P-3	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		6				\$700.00		0.00			
26	WTSP	11/05/12	11/05/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$700.00		0.00			
27	WTSP	11/02/12	11/02/12	730-8p Jeopardy	CM	730-8p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
N 28	WTSP	10/29/12	11/02/12	M-F 930-10a Inside Edition	CM	930-10a	-TWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		1				\$200.00		0.00			
													Totals	57	\$80,210.00